



PUBLIC RELATIONS AND MEMBERSHIP COMMITTEE

The American Heritage Dictionary defines Public Relations as "*the art or science of establishing and promoting a favorable relationship with the public.*"

The mission of the Public Relations and Membership committee is to raise the profile and professionalism of the chapter through marketing, enhanced membership, and increased participation for the mutual benefit of the chapter and the people we served.

The committee has been focusing on two major programs in recent years – the Green Initiative and Scholarship programs. All goals, programs, and tasks of the committee are consistent with the “Chapter Goals and Objectives Strategic Plan” that was approved by the membership in May 2005 (see <http://www.iccoec.org/documents/ChapterFocus.pdf>).

The list below is the committee “to do list” for 2008. Unlike a ‘goals and objectives’ list, these assignments will be completed by the end of the year. Items marked “✓” are already completed and other items are next with tentative start date.

The committee meets on an as-needed basis.

2008 TASKS LIST & ACTION PLAN (3/08)

Public Relations:

- ✓ Coordinate and invite 1st President to 2008 installation banquet (9/07).
- ✓ Design and create sign of new 50th anniversary chapter logo (10/07).
- ✓ Coordinate and confirm pianist for the 2008 installation banquet (11/07).
- ✓ Coordinate program/location/speaker for April 17 joint meeting with APA/OC chapter (11/07).
- ✓ Sponsor BIA/OC January workshop on wildfire (12/07).
- ✓ Update committee application and post (12/07).
- ✓ Sponsor PDA/OC April meeting and arrange program/speaker (1/08).
- ✓ Sponsor BIA/OC February workshop on New Building Standards & Sustainable Design (1/08).
- ✓ Update webpage with new logo (1/08).
- ✓ Webpage enhancement – combined and grouped topics (1/08).
- ✓ Webpage enhancement – redesign and make room for advertisements (1/08).
- Webpage enhancement – track down past presidents and add photos to website (start 1/08, on going).

- Webpage enhancement – update and list jobs available in OC (start 1/08, on going).
- Update Committees page with new photo and members (start 3/08).
- Seek outside sponsorship – BofA, Washington Mutual, Lowes, Target, Irvine co., 3M, etc.. (start 2/08, on going).
- ✓ Send out advertisement opportunity notices (1/08).
- Coordinate training with CACEO (start 2/08, on going).
- ✓ Coordinate webpage logo exchange with BIA/OC chapter (2/08).
- ✓ Motion the membership to allow the committee to award \$2,000 (fund raised in 2007) scholarship in 2008 (2/08).
- ✓ Update Scholarship form and post online (2/08).
- ✓ Send out notice on scholarship application period (2/08).
- ✓ Secure expenditure to purchase Green Initiative gift certificates (2/08).
- Coordinate annual golf tournament with OC PDA, APA, and CEA chapters (start 3/08).
- Coordinate location/venue for 2008 holiday luncheon (start 3/08).
- Review scholarship applications (8/08).
- Select and contact recipients (9/08).
- Donate to community projects (CALBO Foundation, 9/08).
- Coordinate joint meeting with LA Basin/Ventura Chapter.
- Coordinate and invite non-active past presidents to installation banquet (start 9/08).

Membership:

- ✓ Update membership application & post (12/07).
- ✓ Send out renewal notice (1/08).
- Work on expanding membership (start 1/08, on going).
- ✓ Send out ‘welcome new members’ notice (2/08).
- Update membership roster and email list (start 1/08, on going).
- Work on renewals (start 3/08).
- Send out invoice for renewals (3/08).
- Remove non-renewals by 4/08.

Other Tasks:

- Bid for 2010 CALBO ABM in Orange County (3/08).
- ✓ Bid for 2011 ICC Conference in Orange County (3/08). ICC already pre-selected Phoenix (State rotation).